

*Transportation*

Mr. Duell knew what he was talking about. Or thought he did, anyway. After all, he was the commissioner of patents! But how could he have anticipated the tremendous discoveries that were about to be made in every field of science?

With the advent of modern "miracle drugs," the United States has increasingly contributed to innovation: 62% of all drugs introduced since 1940 were developed in this country; 71% of those in the past 15 years.

Moreover, the lion's share of drug discoveries are made in the laboratories of the pharmaceutical industry—an industry that receives no direct government subsidies and depends on a reasonable profit incentive for its continuing research effort. And it is worth mentioning that R & D expenditures in recent years have increased at a far steeper rate than drug prices.

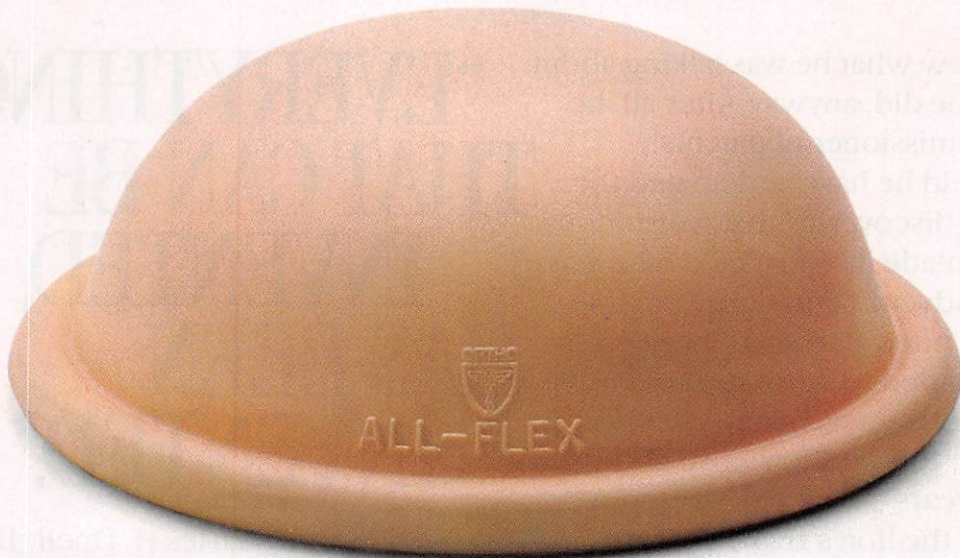
**One in a series  
on innovation—  
its benefits and risks—  
brought to you by the  
Pharmaceutical  
Advertising Council.**

**"EVERYTHING  
THAT CAN BE  
INVENTED,  
HAS BEEN  
INVENTED."**

Charles H. Duell, 1899



# To be continued...



Continuation...an excellent indicator of patient satisfaction.

## The Ortho ALL-FLEX\* Arcing Spring Diaphragm

- ☐ Easy to insert and position
- ☐ Easy to clean and maintain
- ☐ Easy to use with unscented, colorless, stainless GYNOL II\* (2% nonoxynol-9) Contraceptive Jelly
- ☐ The combination for continuation—with 4 out of 5 patients continuing after 1 year†

Continuation...it's one reason why physicians continue to make ORTHO ALL-FLEX and GYNOL II the #1 prescribed diaphragm combination in America.‡

# Ortho ALL-FLEX\*

Arcing Spring

## D I A P H R A G M



†Number of patients continuing the method for 12 consecutive months; data on file, Ortho Pharmaceutical Corporation.

‡Data on file, Ortho Pharmaceutical Corporation.

Consult the patient brochure for information on toxic shock syndrome (TSS) and wearing time.

